

**Buying Time LLC**  
 650 Massachusetts Ave, NW  
 Suite 210  
 Washington DC 20001

**Walter Dalton/ D/ Governor/ NC**  
 Submission Number 279 Issue 5



**WNCN-TV**  
 1206 Front St.  
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

**Original**

<b>Client:</b> Walter Dalton/ D/ Governor/ NC	<b>Submission Cost:</b> 1555	<b>Campaign Ref:</b> E:120813040
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 323 /326 /2212	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06273999
<b>Est./PO Number:</b> 06273999	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Dalton For Governor	<b>Booking Group:</b> WNCN	<b>Key Market:</b> Raleigh-Durham, NC
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
13	M-F 7p News .TW....	06	65	30 Comme	Nbr of Spots	2	2	170
14	Sat 7p News ....S.	06	60	30 Comme	Nbr of Spots	1	1	60
15	Sat Notre Dame Football .....S.	06	150	30 Comme	Nbr of Spots	1	1	150
16	M-F 10a Today Show III ....F..	06	50	30 Comme	Nbr of Spots	1	1	50
17	M-F 6p News .T.TF..	05	150	30 Comme	Nbr of Spots	3	3	450
18	M-F 6p News M.....	06	75	30 Comme	Nbr of Spots	1	1	75
19	M-F 7a Today Show M.....	03	550	30 Comme	Nbr of Spots	1	1	550
20	M-F 1135p ET / 1035p CT Tonight Show M.....	06	50	30 Comme	Nbr of Spots	1	1	50
<b>Weekly Totals: Total Spots(Ord Spots)</b>					8	3	11	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
<b>Weekly Totals: Total Spots(Ord Spots)</b>								
					8	3	11	

Grand Totals

		Month 11 Weeks: 4	
		10/29	11/05
Totals		11	8
Spots		11	8
Cost		1555	680
			675

**Grand Totals:** Spots: 11

Gross Total:	1,555.00
Commission:	233.25
Net Total:	1,321.75

ADV # ADV. NAME POLI/W DALTON/D/GOV/NC REP. # OFF. # SALESMAN #  
 AGY # AGY. NAME BUYING TIME, LLC BUYER NAME KATHRYN WELSH  
 650 MASSACHUSETTS AVE. N.W. #210 SALES PRSN WA- MICK NESCI (H)  
 WASHINGTON, DC 20001

ORDER # CONTRACT # 6273999 CLASS: NATL. LOCAL REGIONAL

PRDCT DALTON FOR GOVERNOR EST#2212 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV2/12 09.43

REP: REVISION  
 2X ADDED FOR REBATES  
 PLS CNF  
 THANKS, MICK

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION  
 STATION MAKEGOOD OFFERS:

M1 OK'D BUY#4 MISSED: SAT/600P-630P NOV3 30S \$200.00 (OCT25/12)  
 OFFER: SAT/330P-700P NOV3 30S \$150.00 PLS ADVISE.  
 & FRI/1000A-1100A NOV2 30S \$50.00  
 CMT: NO SAT 6P NEWS D/T SPORTS - MG BOOKED NOTRE DAME FOOTBALL PLUS 1X  
 CMT: TODAY SHOW III - PLS ADVISE

M2 OK'D BUY#7 MISSED: TUE/600P-630P OCT30 30S \$200.00 (NOV2/12)  
 BUY#8 TUE/700P-730P OCT30 30S \$205.00  
 BUY#10 WED/700P-730P OCT31 30S \$205.00  
 BUY#11 FRI/700P-730P NOV2 30S \$205.00  
 BUY#6 THU/600P-630P NOV1 30S \$200.00  
 BUY#5 SAT/700P-730P NOV3 30S \$150.00  
 OFFER: TUE/600P-630P OCT30 30S \$150.00 PLS ADVISE.  
 & TU-W/700P-730P OCT30 (2/WK) 30S \$85.00  
 & SAT/700P-730P NOV3 30S \$60.00  
 & TH-F/600P-630P NOV1 (2/WK) 30S \$150.00  
 CMT: RATE REVISIONS PER STEVE

M3 OK'D BUY#2 MISSED: MON/600P-630P NOV5 30S \$200.00 (NOV2/12)  
 OFFER: MON/600P-630P NOV5 30S \$75.00 PLS ADVISE.  
 CMT: RATE REVISIONS PER STEVE

REP HEADLINE# 6273999 TRF# E:120813  
\$\$\$ MOD# 1: APPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM STATION NOV2/12 09.43  
\*\*\* WNCN-TV \*\*\*

CONTRACT TOTAL \$1,555.00  
TOTAL SPOTS 11

FAX# 703-516-9680  
HARRIS REPORT FROM REP NOV2/12 08.37  
\*\*CHANGES\*\* \*\*\* WNCN-TV \*\*\*

REP. #	OFF. #	SALESMAN #
BUYER NAME	KATHRYN WELSH	

SALES PRSN	WA-	MICK NESCT (H)
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CLASS:	NATL.	LOCAL	REGIONAL
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[CCE]

DATE NOV2/12 08.37

REP: REVISION  
2X ADDED FOR REBATES  
PLS CNF  
THANKS, MICK

STA: \*\*PLS SEE M3 RATE REVISIONS W/O 11/5 PER STEVE\*\*  
ALSO M1-M2 UNRESOLVED  
ALL PREBOOKED/AIRED  
PLS REVISE  
THX, CHERYL 11/1

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
DALTON FOR GOVERNOR

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 3223 AGENCY PRODUCT CODE = 326 AGENCY EST# = 2212												
1	S		700P-730P	30		\$205.00	11/2	11/2	0		FRI	0
PROGRAM : NBC 17 7P NEWS CON COM1 : NBC 17 7P NEWS												
2	S		600P-630P	30		\$200.00	11/5	11/5	0		MON	0
PROGRAM : NBC 17 NEWS AT 6P CON COM1 : NBC 17 NEWS AT 6P												

FAX# 703-516-9680  
HARRIS REPORT FROM REP NOV2/12 08.37  
\*\*CHANGES\*\* \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
17	A		600P-630P	30		\$75.00	11/5	11/5	1		MON	1
PROGRAM : NBC 17 NEWS AT 6P ORD COM1 : RATE REVISIONS PER STEVE THIS IS A MAKE-GOOD FOR NOV3 ON LINE-2 FOR 1 SPOT/WK												
4	S		600P-630P	30		\$200.00	11/3	11/3	0		SAT	0
PROGRAM : NBC 17 NEWS AT 6PM CON COM1 : NBC 17 NEWS AT 6PM												
11	A		330P-700P	30		\$150.00	11/3	11/3	1		SAT	1
PROGRAM : NOTRE DAME FOOTBALL ORD COM1 : NO SAT 6P NEWS D/T SPORTS - MG BOOKED NOTRE DAME FOOTBALL PLUS 1X ORD COM2 : TODAY SHOW III - PLS ADVISE THIS IS A MAKE-GOOD FOR NOV3 ON LINE-4 FOR 1 SPOT/WK												
12	A		1000A-1100A	30		\$50.00	11/2	11/2	1		FRI	1
PROGRAM : TODAY SHOW III ORD COM1 : NO SAT 6P NEWS D/T SPORTS - MG BOOKED NOTRE DAME FOOTBALL PLUS 1X ORD COM2 : TODAY SHOW III - PLS ADVISE PART OF A MAKEGOOD MADE UP OF LINES 11-12												
5	S		700P-730P	30		\$150.00	11/3	11/3	0		SAT	0
PROGRAM : NBC 17 NEWS AT 7PM CON COM1 : NBC 17 NEWS AT 7PM												
6	S		600P-630P	30		\$200.00	11/1	11/1	0		THU	0
PROGRAM : NBC 17 NEWS AT 6P CON COM1 : NBC 17 NEWS AT 6P												
7	S		600P-630P	30		\$200.00	10/30	10/30	0		TUE	0
PROGRAM : NBC 17 NEWS AT 6P CON COM1 : NBC 17 NEWS AT 6P												
13	A		600P-630P	30		\$150.00	10/30	10/30	1		TUE	1
PROGRAM : 6P NEWS ORD COM1 : RATE REVISIONS PER STEVE THIS IS A MAKE-GOOD FOR OCT30 ON LINE-7 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT30 ON LINE-8 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT31 ON LINE-10 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR NOV2 ON LINE-1 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR NOV1 ON LINE-6 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR NOV3 ON LINE-5 FOR 1 SPOT/WK												

FAX# 703-516-9680  
HARRIS REPORT FROM REP NOV2/12 08.37  
\*\*CHANGES\*\* \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14	A		700P-730P	30		\$85.00	10/30	10/31	2		TU-W	2
PROGRAM : 7P NEWS ORD COM1 : RATE REVISIONS PER STEVE PART OF A MAKEGOOD MADE UP OF LINES 13-16												
15	A		700P-730P	30		\$60.00	11/3	11/3	1		SAT	1
PROGRAM : SAT 7P NEWS ORD COM1 : RATE REVISIONS PER STEVE PART OF A MAKEGOOD MADE UP OF LINES 13-16												
16	A		600P-630P	30		\$150.00	11/1	11/2	2		TH-F	2
PROGRAM : 6P NEWS ORD COM1 : RATE REVISIONS PER STEVE PART OF A MAKEGOOD MADE UP OF LINES 13-16												
8	S		700P-730P	30		\$205.00	10/30	10/30	0		TUE	0
PROGRAM : NBC 17 7P NEWS CON COM1 : NBC 17 7P NEWS												
10	S		700P-730P	30		\$205.00	10/31	10/31	0		WED	0
PROGRAM : NBC 17 7P NEWS CON COM1 : NBC 17 7P NEWS												
18	A		700A-900A	30		\$550.00	11/5	11/5	1		MON	1
PROGRAM : TODAY SHOW CON COM1 : **FOR RBBATES**												
19	A		1135P-1235A	30		\$50.00	11/5	11/5	1		MON	1
PROGRAM : TONIGHT SHOW CON COM1 : **FOR RBBATES**												
STATION MAKEGOOD OFFERS: M1 OK'D BUY#4 MISSED: SAT/600P-630P NOV3 30S \$200.00 (OCT25/12) OFFER: SAT/330P-700P NOV3 30S \$150.00 PLS ADVISE. & FRI/1000A-1100A NOV2 30S \$50.00 CMT: NO SAT 6P NEWS D/T SPORTS - MG BOOKED NOTRE DAME FOOTBALL PLUS 1X CMT: TODAY SHOW III - PLS ADVISE												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:

M2	OK'D	BUY#7	MISSED: TUE/600P-630P				OCT30		30S	\$200.00		(NOV2/12)
		BUY#8	TUE/700P-730P				OCT30		30S	\$205.00		
		BUY#10	WED/700P-730P				OCT31		30S	\$205.00		
		BUY#11	FRI/700P-730P				NOV2		30S	\$205.00		
		BUY#6	THU/600P-630P				NOV1		30S	\$200.00		
		BUY#5	SAT/700P-730P				NOV3		30S	\$150.00		
			OFFER: TUE/600P-630P				OCT30		30S	\$150.00		
			& TU-W/700P-730P				OCT30 (2/WK)		30S	\$85.00		
			& SAT/700P-730P				NOV3		30S	\$60.00		
			& TH-F/600P-630P				NOV1 (2/WK)		30S	\$150.00		
			CMT: RATE REVISIONS									
			PER STEVE									
M3	OK'D	BUY#2	MISSED: MON/600P-630P				NOV5		30S	\$200.00		(NOV2/12)
			OFFER: MON/600P-630P				NOV5		30S	\$75.00		PLS ADVISE.
			CMT: RATE REVISIONS									
			PER STEVE									

NOV/12 \$1,555.00 CONTRACT TOTAL \$1,555.00  
 TOTAL SPOTS 11

MARKET TOTALS \$65,666 WNCN 3% WRAL 43% WTVB 51% WRDC 0% WLFL 0% CABL 0%  
 SHARES ACCURATE  
 SVC- NSI BOOKS- NOV/11  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE



AUG13/12 08.4  
\*\*\* WNCN-TV \*\*\*

8/13

REP HEADLINE# 6273999  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP

AUG13/12 08.4  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4			600P-630P	30		\$200.00	11/3	11/3	1		SAT	1
PROGRAM : NBC 17 NEWS AT 6PM												
CON COM1: NBC 17 NEWS AT 6PM												
5			700P-730P	30		\$150.00	11/3	11/3	1		SAT	1
PROGRAM : NBC 17 NEWS AT 7PM												
CON COM1: NBC 17 NEWS AT 7PM												
6			600P-630P	30		\$200.00	11/1	11/1	1		THU	1
PROGRAM : NBC 17 NEWS AT 6P												
CON COM1: NBC 17 NEWS AT 6P												
7			600P-630P	30		\$200.00	10/30	10/30	1		TUE	1
PROGRAM : NBC 17 NEWS AT 6P												
CON COM1: NBC 17 NEWS AT 6P												
8			700P-730P	30		\$205.00	10/30	10/30	1		TUE	1
PROGRAM : NBC 17 7P NEWS												
CON COM1: NBC 17 7P NEWS												
9			600P-630P	30		\$200.00	10/31	10/31	1		WED	1
PROGRAM : NBC 17 NEWS AT 6P												
CON COM1: NBC 17 NEWS AT 6P												
10			700P-730P	30		\$205.00	10/31	10/31	1		WED	1
PROGRAM : NBC 17 7P NEWS												
CON COM1: NBC 17 7P NEWS												
NOV/12 \$1,970.00												
												CONTRACT TOTAL \$1,970.00
												TOTAL SPOTS 10

MARKET TOTALS \$65,666 WNCN 3% WRAL 43% WTVB 51% WRAZ 3% WRDC 0% WLFL 0% CABL 0%  
 SHARES ACCURATE  
 SVC- NSI BOOKS- NOV/11  
 DEMOS- RA35+\*

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

**Date:**

8/14/12

I, Buying Time LLC,

being/on behalf of: Dalton for Governor, a legally

qualified candidate of the Democratic political

party for the office of: North Carolina Governor

in the General

election to be held on: November 6th, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

**Total Charges: \$**

NET

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Dalton for Governor  
P.O. Box 1696  
Raleigh, N.C. 27602

Scott Falmlen-Treasurer

Phone: (919) 755-6888

I represent that the payment for the above described broadcast time has been furnished by:

Dalton for Governor

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Scott Falmlen-Treasurer

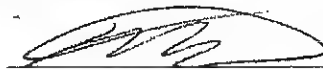
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

8/14/12

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title